**General Mills**
**Q4**
**Power Event**

# SPIDER-MAN 3

*Spider-Man 3* is a riveting adventure that will transport Worldwide audiences to thrilling new heights. *Spider-Man 3* is scheduled for release on May 4, 2007, and will reunite returning cast members Tobey Maguire, Kirsten Dunst and James Franco with director Sam Raimi. Thomas Haden Church and Topher Grace have joined the cast of the blockbuster franchise.

In *Spider-Man® 3*, based on the legendary Marvel Comics series, Peter Parker has finally managed to strike a balance between his devotion to M.J. and his duties as a superhero. But there is a storm brewing on the horizon. As Spider-Man basks in the public's adulation for his accomplishments and he is pursued by Gwen Stacy (Bryce Dallas Howard), who rivals M.J. for his affections, Peter becomes overconfident and starts to neglect the people who care about him most. His newfound self-assuredness is jeopardized when he faces the battle of his life against two of the most feared villains ever (Thomas Haden Church

# Spider-Man 3

## Film Details

*Spider-Man 3* is a riveting adventure that will transport Worldwide audiences to thrilling new heights. *Spider-Man 3* is scheduled for release on May 4, 2007, and will reunite returning cast members Tobey Maguire, Kirsten Dunst and James Franco with director Sam Raimi. Thomas Haden Church and Topher Grace have joined the [illegible] franchise.

**Genre:** Action Adventure

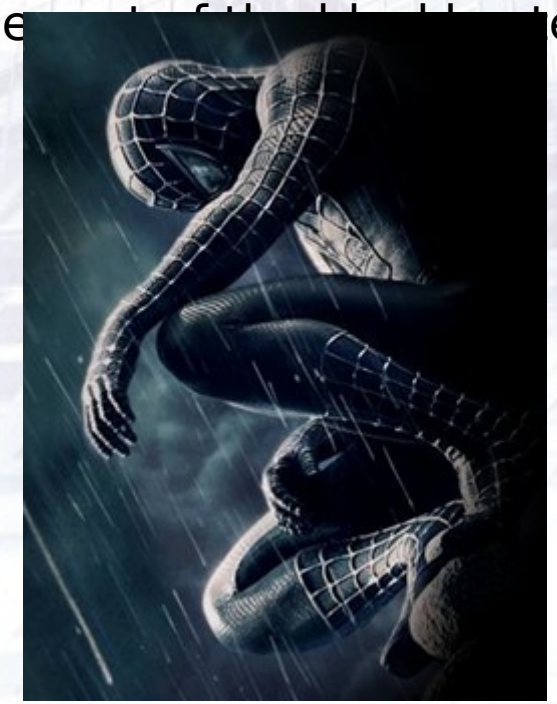
**Target:** All Ages

**U.S. Rating:** PG-13

**U.S. Release:** May 4, 2007

**U.S. DVD Release:** 4th Qtr '07

**Studio:** Sony Pictures



# The Power of Spider-Man

## Why Spider-Man 3?

- Spider-Man 2 grossed over $783MM worldwide
  - Reached sales of $200MM in 8 days
  - Won an Academy Award for “Best Achievement in Visual Effects”
- Spider-Man captured the #1 movie in 2002
  - Spider-Man DVD release #1 by the end of 2002
- Worldwide known Equity
  - Printed in 22 languages and distributed throughout 75 countries
  - Spider-Man comics still sells over 342,000 units a month = 4MM/yr
- Spider-Man has been part of pop-culture for more than 40 years, appearing in comic books, novels, billboards, TV, Internet, and movies
- Relates to all ages. “An ordinary man called on to handle extraordinary situations”

Source: Sony Pictures – “Spider-Man # 2-1-06 updated overview”

# Event Overview

## Delivering Strong Integrated Support!

Timing: Q4

Key Merch Dates: 4/16 - 5/13/07

Ship Window: 4/9 - 5/13/07

Consumer Details:

- 80MM packout carrying Spider-Man 3 graphics **PLUS**
  - In-Pack/On-Pack Offers
    - Big G: In-pack water squirters
    - Snacks: Fruit Line – SM3 games on back panel; FRU tongue tattoos
    - PBUS: Online instant win Movie Cash Sweeps
    - Yoplait: Trix Yogurt Spider-Man Action Spinner Cups
    - Baking: SM3 recipes on-pack
  - Spider-Man 3 In/Out Skus:
    - Big G: Spider-Man 3
    - Snacks: Milk N Cereal Bar & Fruit Shapes
- 4/22/07 National FSI

# Spider-Man 3

## Brands Carrying Spider-Man 3 Packaging

| | | | | |
|---|---|---|---|---|
| Yellow Box Cheerios | Milk'N Cereal Bars | Pancakes | Choc. Chip Cookie Pouch | Trix yogurt |
| Cinnamon Toast Crunch | Pop Secret 3ct, 6ct, & 10ct | Strudel | PB Cookie Pouch | |
| Lucky Charms | Dunkaroos | Totino's Pizza | | |
| Reeses Peanut Butter Puffs | Fruit Snacks | Totino's Pizza Rolls | OEP Dinner Kits: | |
| Cocoa Puffs | Gushers | RTB cookies | Soft Taco Bake | |
| Golden Grahams | Fruit Roll-Ups | | Soft Taco, Hard Taco | |
| Trix | Fruit by the Foot | | Hard & Soft Taco | |

# Spider-Man 3 Activation Details

## Big G Division

| | |
|---|---|
| Offer/ Overlay: | Specially marked Big G cereals will contain one of four collectible Spider Man Squirters or an FMI for a Spider-Man breakfast bowl. |
| Participating Brands/PP: | April Division Event: Trix 12, CCP 13, GG 13 (Bowl)<br>May Corporate Power Event: YBC 10, CTC 14, LC 14, RPBP 14 (Squirters)<br>In & Out Sku |
| Brand Insights: | •All family brands align with the strong kid and adult appeal of Spider-Man |
| Customer Benefits: | •Consumers love Spider-Man films<br>– Spider-Man had the second highest grossing 3-day opening weekend in history - $114.8MM!<br>– Spider-Man 2 had the biggest four-day holiday weekend opening ever--$116MM!<br>• an … be … ain … e relea … hird m… |
| | |

# Spider-Man 3 Activation Details

## Big G Division Pallets (On-pack offer for Breakfast Bowl)

| | |
|---|---|
| **Participating Brands/PP:** | Trix 12, Kix 9, CCP 13, GG 13<br>3/$5 |
| **Ship Window** | 03/12/2007 – 04/08/2007 |
| **Commit Date** | 12/19/06 |
| **Execution:** | Pallets 73049, 73048 |

| | |
|---|---|
| **Product Code:** | **16000-73048** |
| # Of packages per unit | 396 |
| EQC Factor | 45.028 |
| SPPK Full Load | $1,124.76 |

| Product | Code | Cases | Pkg |
|---|---|---|---|
| **TRIX 12** | 67440 | 10 | 160 |
| **CCP 13** | 68260 | 4 | 64 |
| **GG 13** | 6932 | 9 | 108 |

| | |
|---|---|
| **Product Code:** | **16000-73049** |
| # Of packages per unit | 396 |
| EQC Factor | 47.7 |
| SPPK Full Load | $1,161.88 |

| Product | Code | Cases | Pkg |
|---|---|---|---|
| **TRIX 12** | 67440 | 10 | 160 |
| **CCP 13** | 68260 | 8 | 128 |
| **GG 13** | 6932 | 9 | 108 |

# Spider-Man 3 Activation Details

## Big G Division Pallets (Free In-pack Squirter)

| | |
|---|---|
| **Participating Brands/PP:** | YBC 10, CTC 14, LC 14, RPBP 14<br>2/$4 |
| **Ship Window** | 04/9/2007 – 05/13/2007 |
| **Commit Date** | 1/16/07 |
| **Execution:** | Pallets 73052, 73051, 72526, 72527, 72528 |

| | |
|---|---|
| **Product Code:** | **16000-73052** |
| # Of packages per unit | 505 |
| EQC Factor | 48.739 |
| SPPK Full Load | $1,316.45 |

| Product | Code | Cases | Pkg |
|---|---|---|---|
| **YBC 10** | 66510 | 10 | 160 |
| **LC 14** | 68870 | 10 | 160 |
| **Gushers** | 6570 | 6.17 | 74 |

| | |
|---|---|
| **Product Code:** | **16000-73051** |
| # Of packages per unit | 396 |
| EQC Factor | 45.028 |
| SPPK Full Load | $1,146.04 |

| Product | Code | Cases | Pkg |
|---|---|---|---|
| **YBC 10** | 66510 | 8 | 128 |
| **LC 14** | 68870 | 4 | 64 |
| **CTC 14** | 6570 | 12 | 144 |

# Spider-Man 3 Activation Details

## Big G Division Pallets (Free In-pack Squirter)

| | |
|---|---|
| **Participating Brands/PP:** | YBC 10, CTC 14, LC 14, RPBP 14<br>2/$4 |
| **Ship Window** | 04/9/2007 – 05/13/2007 |
| **Commit Date** | 1/16/07 |
| **Execution:** | Pallets 73052, 73051, 72526, 72527, 72528 |

**Product Code:** **16000-72526**
# Of packages per unit 400
EQC Factor 45.592
SPPK Full Load $1,232.48

| Product | Code | Cases | Pkg |
|---|---|---|---|
| **YBC 10** | 66510 | 8 | 128 |
| **CTC 14** | 65700 | 12 | 144 |

**Product Code:** **16000-72527**
# Of packages per unit 400
EQC Factor 36.684
SPPK Full Load $941.76

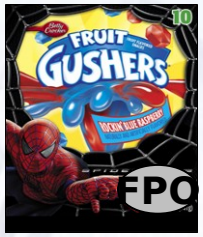
| Product | Code | Cases | Pkg |
|---|---|---|---|
| **LC 14** | 68870 | 8 | 128 |
| **CTC 14** | 65700 | 12 | 144 |

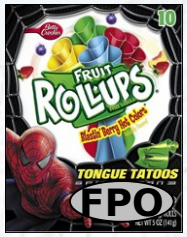
**Product Code:** **16000-72528**
# Of packages per unit 400
EQC Factor 45.304
SPPK Full Load $1,232.48

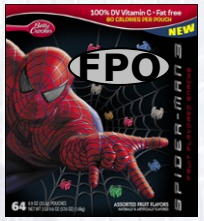
| Product | Code | Cases | Pkg |
|---|---|---|---|
| **YBC 10** | 66510 | 8 | 128 |
| **LC 14** | 68870 | 8 | 128 |

# Spider-Man 3 Activation Details

## Snacks Division





| | Fruit Gushers | Fruit by the Foot | Fruit Roll-Ups | Fruit Shapes | Milk N Cereal Bar |
|---|---|---|---|---|---|
| Product Count/ UPC Code | 6-Count Blue Raspberry: 16000-13394 | 6-Count Strawberry: 16000-27700 | 10-Count Hot Colors: 16000-35510 (Red; Blue) | 10-Count: 16000-15659 | 2 skus (tbd) |
| Promotion Description | • Equity on front panel<br>• Spiderman 3-colored Gushers<br>• Spiderman 3 games on back panel | • Equity on front panel<br>• Spiderman 3-FXF with embossed webs<br>• Spiderman 3 backing paper<br>• Spiderman 3 games on back panel | • Spiderman 3 equity on front panel<br>• Spiderman 3-colored Roll-Ups<br>• Spiderman 3 tattoos<br>• Spiderman 3 games on back panel | • Spiderman 3-themed shapes<br>• Spiderman 3 equity on front panel<br>• Spiderman 3 games on back panel<br>• 3/$5 | Special Spider-Man 3 in/outs |

# Spider-Man 3 Activation Details

## PBUS Division

| | |
|---|---|
| Offer/Overlay: | Online Instant Win Sweepstakes - Win one of thousands of movie tickets |
| Participating Brands/PP: | Pillsbury Pancakes, Toaster Strudel and Totino's Pizza Rolls |
| Execution: | • FSI 4/22 Totino's Rolls<br>• Totino's pizza will have on-pack activities and package change<br>• Strudel, Pancake, Totino's Rolls & 2 skus of RTB Cookie will carry online Movie Ticket Sweepstakes on-pack |

# Spider-Man 3 Activation Details

## Baking Division

| | |
|---|---|
| Offer/Overlay: | Snack Size Cookie |
| Participating Brands/PP: | Cookie<br>$0.99 |
| Brand Insights: | • Cookies are an impulse item<br>• Busy moms seek simple ways to please their family/children |
| Customer Benefits: | •$1 PP helps drive trial<br>• Snack Size is highly incremental to Cookie Mix category<br>• Top 10 turning item on dollar and unit basis |
| | |

# Spider-Man 3 Activation Details

## Meals Division

| | |
|---|---|
| Offer/Overlay: | SM3 Games and Trading cards |
| Participating Brands/PP: | Old El Paso Dinner Kits – Soft Taco Bake, Soft Taco, Hard & Soft Taco and Hard Taco |
| Brand Insights: | • Convenience<br>• Family-Pleasing |
| Customer Benefits: | •America's #1 Dinner Kit<br>•Basket ring for Mexican Meals averages 50% higher than general grocery ($72.11 vs. $36.95) |
| | |

# Spider-Man 3 Activation Details

## Yoplait Division

| | |
|---|---|
| Offer/ Overlay: | Trix Spiderman Action Spinner Cups |
| Participating Brands/PP: | Trix yogurt (All Skus) |
| Brand Insights: | • "Kid Fun" model drives excitement with fresh on package promotions featuring top kid equities |
| Customer Benefits: | • New packaging technology to drive "Kid Fun" which results in higher lifts and incremental volume |
| Execution: | Re-live all the exciting action from Spiderman 3 with specially marked cups of Trix yogurt! Included in each package of Trix yogurt is an action spinner that fits over each cup of Trix yogurt and brings scenes on the cups "to life". This promotion will be supported with heavy media weight. |

# Display Marketing

## Capitalize on the Power of high traffic areas with funded spectacular POS

**Insights:**

- +70% of purchase decisions are made in store[1]
- Only 32% of shoppers go to the center of the store[2]
- Consumers are looking for solutions. Cross merchandising provides meal solutions and drive purchases across multiple brands and categories.

**What is Display Marketing?**

- Display Marketing is a strategic tool to leverage the power of high traffic areas and build brands in-store.

**2005**

**2006**

[2] POPAI/ARF "in-store advertising becomes a measured medium study" 2 – Shopperscape study, July 2005

# Display Marketing Options

- Dry:
  - —1 Pallet Spectacular
  - —4-Sided Shoppable Pallet Spectac
  - —End Cap Display
  - —**Meals brands cannot be part display marketing pallet skus**
- Refrigerated/Frozen:
  - —Refrigerated Styro Coolers
  - —Plug-In Cooler placard*
  - —Refrigerated/Frozen Bunker POS

1 Pallet

Trix Yogurt Ref Bunker

PBUS Frozen Bunker

Totino's Frzn Bunker

4-Sided Shoppable Pallet

End Cap

Styro Coolers w/placard
Plug-In Cooler placard

*to be utilized with existing plug-in coolers

Preliminary creative – subject to change

# In-Store Demo's

## Fiber 1 Bar

1) Great Tasting Flavors that Consumers Love
   - Oats & Chocolate and Oats & Peanut Butter
2) Each bar provides 35% of your daily fiber needs
3) Fiber Can Help You Manage Your Weight and Aid Digestion
4) 0 grams of Trans Fat, Good Source of Whole Grain and Calcium

Consumers Love these Bars! (8.0 Liking Score for Oats & Chocolate - the same as Sweet & Salty Almond)

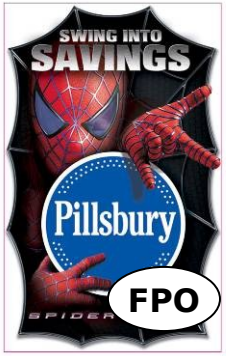
## Trix Yogurt

1) Kids love the great taste and fun colors in every cup of Trix® Yogurt!
2) Trix® yogurt makes moms happy too: it is a good source of calcium and vitamins A & D

# NRO Partnership

- Your account can deliver outstanding results at retail by leveraging the NRO.

## Spider-Man 3 POS




**PBUS**
**4x6” Freezer Cling**
**Order #: PE-06-001**

**Totino’s**
**4x6” Freezer Cling**
**Order #: PE-06-010**

**Big G**
**4x6” Shelf Dangler**
**Order #: PE-06-013**

**FRU**
**4x6” Shelf Dangler**
**Order #: PE-06-014**

**Trix Yogurt**
**4x6”Shelf Dangler**
**Order #: PE-06-012**